KPFA

II - 8
1951

PROGRAM FOLIO

June 17 - June 30

104.5 MC. Channel 283

SOME FACTS OF LIFE ABOUT LISTENER-SPONSORSHIP

A country-wide reaction in radio and educational circles has followed KPFA's return to the air. If non-commercial, listener-sponsored radio will work in the San Francisco area, people want to know how it can be instituted in other regions. KPFA has received several air mail special delivery inquiries. Already some existing stations, like WABF in New York and WCFM in Washington, are giving listener-sponsorship a cautious try on part of otherwise commercial schedules.

It can be expected that as evidence accumulates further at KPFA more and more independent commercial stations will want to try a subscription plan based on better programing. This will come as a surprise to some who think of commercial radio as a tradition of undeviating avarice and bad taste. Critics of the industry, well justified in their criticism, often over-

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Published bi-weekly by Radio Station KPFA, 2054 University Avenue, Berkeley 4, Calif.
Telephone AShberry 3-6767. Available only to subscribers to the KPFA Listener Fund.

BROADCAST HOURS

Sat. & Sun.: 3:00 - 6:00 PM. 7:30 - 10:30 PM.
Mon. - Fri.: 7:00 - 10:00 AM.* 4:30 - 10:30 PM.
(*Morning rebroadcast period of selected portions of afternoon & evening schedule.)

DAILY PROGRAM SEQUENCE

SUNDAY, June 17

3:00 FIRST CONCERT: BEETHOVEN Trio, B-flat, Op. 11/ Alma Trio.
4:15 MISCELLANY
4:30 BAY AREA CONCERT PREVIEW
5:00 RHYMES & COUNTING GAMES: An informal program with children reciting counting and jump-rope rhymes.
5:15 INFORMAL SONGS: Lori Campbell and guitar. A program of informal music for the whole family.
5:45 ONCE UPON A TIME: Stories told from memory by Josephine Gardner.

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7:30 FOLK MUSIC SERIES: A program of traditional ballads and native American folk songs.
7:45 DISCUSSION PANEL: Informal conversations about current topics and issues in the news.
8:30 GOLDEN VOICES: Rare recording of operatic voices from the turn of the century. Arranged, with program notes, by Anthony Boucher.
9:00 DRAMATIC READING: "The Ridiculous Ladies of Sensibility", by Moliere, read by "The Company of the Golden Hind."
9:30 SECOND CONCERT: HONEGGER Poeme de Verlaine; Poeme de William Aguet/Madeleine Martinetti, Orch.-Honegger.

MONDAY, June 18

4:30 BAY AREA CONCERT PREVIEW
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.
5:15 THE STARS IN OUR HEAVEN: Myths and fables about the stars from the book by Peter Lum.
5:30 INSTRUMENTS OF THE ORCHESTRA: The Cornet.
6:00 FIRST CONCERT: DEBUSSY La Mer/Paris Conservatory Orch.-Muench. WAYNE BARLOW Rhapsody "The Winter's Past"/Sprenkle, Eastman-Rochester Sym.-Hanson.
7:15 MISCELLANY
7:30 folk music series; Traditional ballads and native American folk songs.
7:45 To be announced.
8:00 YOUNG ARTISTS CONCERT: Claire Rice, mezzo-soprano. Program to be announced.
8:30 READING: Part III of "The Iliad or the Poem of Force", by Simone Weil.
9:00 SONGS IN ENGLISH: An exploration of the repertoire of songs in the English language.
9:30 SECOND CONCERT: PERGOLESI Salve Regina/Patricia Neway, Allegro Chamber Society-Arnold Black.

TUESDAY, June 19

4:30 PSYCHOLOGY OF MODERN MAN. "The Search for a Self." Dr. Theodore Sarbin and Nathan Adler.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.
5:15 STORY CYCLE: Selections from "Alice in Wonderland" read by Sam Holmes.
5:30 DANCE FORMS: Musical illustrations of dance forms from many countries.
5:45 ONCE UPON A TIME: Stories told from memory by Josephine Gardner.
6:00 FIRST CONCERT: COUPERIN Carillon de Cythere/Gaby Casadesus. MOZART Fantasy, C minor, K. 396/Edwin Fischer. BRAHMS Intermezzo No. 10, B-flat minor.

TUESDAY, June 19 (cont)

Op. 117; Romance, F major, Op. 118 No. 5/Wilhelm Bachaus. SCHUMANN Album for the Young/Marcus Gordon. PROKOFIEV Visions fugitives, Op. 22/Serge Prokofiev. STRAVINSKY Etude/Benno Moiseiwitsch.

7:15 MISCELLANY

7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.

7:45 To be announced.

8:00 GREAT BOOKS: Informal discussions of the great books of western civilization. Aristophanes: "Lysistrata."

8:45 MISCELLANY

9:00 MEET THE COMPOSER: Recorded discussion on "The Composer and Society". Participants: George Barati, Roger Sessions, David Sheinfeld, Felix Khuner, Alfred Frankenstein, Roger Nixon, and others.

WEDNESDAY, June 20

4:30 MEN AND ISSUES: An interview series on the general theme "Christianity and the Issues of Today." Conducted by Robert Schutz.

5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.

5:15 THE STARS IN OUR HEAVEN: Myths and fables about the stars, from the book by Peter Lum.

5:30 YOUNG MUSICIANS: A program by very young musicians and composers.

6:00 FIRST CONCERT: MONTEMEZZI Love of Three Kings/ Soloists, chorus and orchestra of Radio Itelianа-Arturo Basile.

7:15 MISCELLANY

7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.

7:45 COMMENTATORS SERIES: Clarence Rust.

8:00 CONVERSATIONS AT KPFA: Informal conversations on

WEDNESDAY, June 20 (cont)

the major issues of today. Participants: members of the KPFA staff and guests. Topic: "What is the Ethical Level of American Foreign Policy?"

8:45 MISCELLANY

9:00 RARE RECORDS: Selected and annotated by John Seagrave.

THURSDAY, June 21

4:30 BAY AREA CONCERT PREVIEW

5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra. Musical puzzles and folk songs.

5:15 STORY CYCLE: Sam Holmes reading "A Story I Made Up Myself."

5:30 DANCE FORMS: Musical illustrations of the dance forms of many countries.

5:45 ONCE UPON A TIME: Stories told from memory by Josephine Gardner.

6:00 FIRST CONCERT: HAYDN Quartet, F minor, Op. 20, No. 5/Pro Arte Quartet. DANIEL GREGORY MASON Quartet in G minor on Negro Themes, Op. 19/ Coolidge Quartet.

7:15 Miscellany

7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs. Field recordings from the Library of Congress, Archive of American folk song.

7:45 To be announced.

8:00 CONTEMPORARY MUSIC: SCHOENBERG Trio. IVES Songs. STRAVINSKY Scherzo a la Russe.

8:30 THE INDIVIDUAL IN THE WORLD: A discussion series by Jungian psychologists and psychiatrists. Topic: "The Concept of National Sovereignty."

9:00 JAZZ: An analysis of American jazz. Arranged, with program notes, by Vince Lusby.

9:30 SECOND CONCERT: HINDEMITH Sonata No. 2/Jacques Abram.

FRIDAY, June 22

4:30 CALENDAR OF EVENTS: A review of current activities in the theaters, art galleries and concert halls in the Bay Area. Conducted by Constance MacKay.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.
5:15 THE STARS IN OUR HEAVEN: Myths and fables about the stars, from the book by Peter Lum.
5:30 WHAT THE VOICE CAN DO: An exploration of the musical range of expression of the human voice.
5:45 FOREST LORE: Conducted by Jack Parker
6:00 FIRST CONCERT: HEINRICH SCHUETZ Passion According to St. John/Stuttgart Choral Society-Hans Grischkat.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.
7:45 To be announced.
8:00 ARTISTS CONCERT: Mary Pasmore, violin and viola d'amore: Douglas Jackson, piano. REGER Sonata No. 2, Op. 42, for violin alone. BARTOK Sonata for unaccompanied violin. HINDEMITH Sonata for viola d'amore and piano. STAMITZ Sonata No. 3: Romance and Allegro.
9:00 POETRY READING: A series constituting an anthology of English Poetry. "Early Tudor Poetry."
9:30 SECOND CONCERT: ROSSINI Barber of Seville: Lesson scene/Supervia, Manuritta.

SATURDAY, June 23

3:00 FIRST CONCERT: ANTON RUBINSTEIN Gold rolls here below me, Op. 34, No. 9/Chaliapin, Orch.-Collingwood.
4:15 MISCELLANY
4:30 To be announced.
5:00 POETRY FOR CHILDREN: Read by Joan Hofer.
5:15 STORY CYCLE: Selections from "Alice in Wonderland."

SATURDAY, June 23 (cont)

5:30 CALIFORNIA: A dramatic series for children, by Goyan Davies. "California is Given Away."

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7:30 BAROQUE PLAYERS: Paul Ashford and group. English music for the recorder.

7:45 THEATER COMMENTARY: Conducted by Rachmael ben Avram.

8:00 MUSIC

8:30 BBC DRAMA: "Prince Genji", a play be William Cooper based on Arthur Waley's translation of "The Tale of Genji." Playing time: 1 hr., 25 min.

SUNDAY, June 24

3:00 FIRST CONCERT: BEETHOVEN Sonata No. 10, G major, Op. 96/Totenbert, Baller. HOVANESS Shatakh/Maro & Anahid Ajemian. FAURE Apres un reve, Op. 7, No. 1/ Gunnar Knudsen, Eva Garcia. GLAZUNOV Meditation, Op. 32/Heifetz, Sandor.

4:15 MISCELLANY

4:30 BAY AREA CONCERT PREVIEW

5:00 RHYMES & COUNTING GAMES: An informal program with Children reciting counting and jump-rope rhymes.

5:15 INFORMAL SONGS: Lori Campbell and guitar. A program of informal music for the whole family.

5:45 ONCE UPON A TIME: Stories told from memory by Josephine Gardner.

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7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.

7:45 DISCUSSION PANEL: Informal conversations about current topics and issues in the news.

8:30 GOLDEN VOICES: Rare recordings of operatic voices from the turn of the century. Arranged, with program notes, by Anthony Boucher.

9:00 JAIME MEMORIAL SERIES: Another of the "Indian Tales" told over KPFA-Interim by Jaime de Angulo.

SUNDAY, June 24 (cont)

9:30 SECOND CONCERT: BACH O Lamm Gottes, Unschuldig (chorale-prelude) /Albert Schweitzer. BACH Passacaglia and fugue, C minor/Marcel Dupre. BACH Come, sweet death/William Primrose, Vernon de Tar.

MONDAY, June 25

4:30 BAY AREA CONCERT PREVIEW
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.
5:15 THE STARS IN OUR HEAVEN: Myths and fables about the stars, from the book by Peter Lum.
5:30 INSTRUMENTS OF THE ORCHESTRA: The Bassoon.
6:00 FIRST CONCERT: SAINT-SAENS Concerto No. 3, B minor /Ricci, Lamoureux Orch.-Bigot. STRAVINSKY Card Game/Berlin Philharmonic-Igor Stravinsky.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.
7:45 COMMENTATORS SERIES: George Reeves.
8:00 YOUNG ARTISTS CONCERT: Betty Rae Stanley, violin. Program to be announced.
8:30 READING: "On the Death of Dr. Swift, 1731."
9:00 HAYDN SONATA SERIES: Performed by young pianist and composer, Leonard Rosenman.
9:30 SECOND CONCERT: JACOB HANDLE Adoramus te. Jesu Christe/Augustana Choir-Henry Veld.

TUESDAY, June 26

4:30 PSYCHOLOGY OF MODERN MAN: "The Search for a Self." Dr. Theodore Sarbin and Nathan Adler. (2nd. Prog.)
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.
5:15 STORY CYCLE: Selections from "Alice in Wonderland" read by Sam Holmes.
5:30 DANCE FORMS: Musical illustrations of dance forms.

TUESDAY, June 26 (cont)

5:45 ONCE UPON A TIME: Josephine Gardner.
6:00 FIRST CONCERT: HANDEL Air & variations, B-flat/ Wanda Landowska. BACH Well-tempered clavier: Prelude & fugue, No. 5, D major/Arnold Dolmetsch, clavichord. COUPERIN Le Dodo, ou l'Amour au Berceau/Landowska. MARAIS Suite, viola da gamba & harpsichord/Zighera, Aldrich.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.
7:45 COMMENTATORS SERIES: Rupert Crittenden.
8:00 GREAT BOOKS: An informal discussion of Aristotle: "Ethics," Book I.
8:45 MISCELLANY
9:00 SECOND CONCERT: BORODIN Prince Igor; overture/ London Philharmonic-Thomas Beecham.

WEDNESDAY, June 27

4:30 MEN & ISSUES: Interview program conducted by Robert Schutz. Topic and guest to be announced.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell, guitar and instruments for a kitchen orchestra.
5:15 THE STARS IN OUR HEAVEN: Myths and fables about the stars, from the book by Peter Lum.
5:30 YOUNG MUSICIANS: A program of very young musicians and composers.
6:00 FIRST CONCERT: LUKAS FOSS Jumping Frog/After Dinner Opera Company-Flusser.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.
7:45 COMMENTATORS SERIES: Clarence Rust.
8:00 CONVERSATIONS AT KPFA: Informal conversations on public affairs. "The Military and the Universities.
9:00 RARE RECORDS: Selected and annotated by John Seagrave.

THURSDAY, June 28

4:30 BAY AREA CONCERT PREVIEW
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell.
5:15 STORY CYCLE: An original story by Sam Holmes.
5:30 DANCE FORMS: Musical illustrations of dances.
5:45 ONCE UPON A TIME: Josephine Gardner
6:00 FIRST CONCERT: Hommage to the tomb of Debussy/ Albert Harris
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.
7:45 COMMENTATORS SERIES: Ralph Kramer.
8:00 CONTEMPORARY MUSIC: KRENEK Viola sonata. STRAVINSKY Danses concertantes.
8:30 THE INDIVIDUAL IN THE WORLD: A discussion series by Jungian psychologists and psychiatrists. Topic: "The Concept of an Ideal Society."
9:00 JAZZ: Arranged, with program noties, by Vince Lusby.
9:30 SECOND CONCERT: DE LA GROTTE Je suis amour/Vhita, Herman Leeb.

FRIDAY, June 29

4:30 CALENDAR OF EVENTS: Conducted by Constance MacKay.
5:00 FOLK SONGS FOR CHILDREN: Lori Campbell.
5:15 THE STARS IN OUR HEAVEN: Myths and fables about the stars, from the book by Peter Lum.
5:30 WHAT THE VOICE CAN DO: An exploration of the musical range of expression of the human voice.
5:45 FOREST LORE: Conducted by Jack Parker.
6:00 FIRST CONCERT: BACH Cantata, No. 106/Radcliffe Choral Society, Harvard Glee Club-G. Wallace Woodworth.
7:15 MISCELLANY
7:30 FOLK MUSIC SERIES: Traditional ballads and native American folk songs.
7:45 To be announced.
8:00 ARTISTS CONCERT: Julia Haug Lee, flute; Mabel

FRIDAY, June 29 (cont)

Dykkesten, soprano. Program to be announced.
9:00 POETRY READING: Elizabethan poetry.
9:30 SECOND CONCERT: RACHMANINOV Symphony No. 2, E minor/Minneapolis Symphony-Mitropoulos.

SATURDAY, June 30

3:00 FIRST CONCERT: BACH Brandenburg Concerto No. 5, D major/Pro Musica Chamber Group-Klemperer. KHACHATURIAN Violin Concerto/Oistrakh, Russian State Symphony Orch.-Alexander Gauk.
4:15 MISCELLANY
4:30 To be announced.
5:00 POETRY FOR CHILDREN: Read by Joan Hofer.
5:15 STORY CYCLE: Selections from "Alice in Wonderland."
5:30 CALIFORNIA: A dramatic series for children, by Goyan Davies. "The Voyages of Rodriguez Cermenho."

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7:30 BAROQUE PLAYERS: An all-Mozart program for recorder.
7:45 THEATER COMMENTARY: Conducted by Rachmael ben Avram.
8:00 MUSIC
8:30 BBC DRAMA: "An Inspector Calls", by J.B. Priestley. Playing time: 1 hr., 30 min.

A FURTHER NOTE ON FOLIO

Vide Vol. 2, No. 7, p. 12. The community rose.

REGARDING THE MORNING SCHEDULE

At this Folio deadline, technical problems have kept us from resuming the morning broadcast schedule. Until these problems have been solved we shall begin our broadcast day at 3:00 PM, instead of the scheduled 7:00 AM.

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Some Facts of Life About Listener-Sponsorship (cont)

look some of the elementary economic facts that control the character of independent broadcasting.

An independent commercial station is literally the prisoner of its competitor's rate card. Its staff (that is, its maximum potential revenue) is normally limited by this factor in such degree that no more than one or two can be spared to concentrate on programing. The rest must spend full-time getting, maintaining and processing advertising accounts.

Creative radio programing takes more than the right inclination and talent -- it takes time and personnel. At the average independent station the fictitious "program department" is forced to fall back on recording and transcription sources for the whole of the schedule. The majority of material available from such sources employs a standard set elsewhere in the entertainment industry. Some independents have found an alternative in using recordings only of "good music." Bue all alike are stuck in a practical dilemma which prevents original programing regardless of preference.

Listener-sponsorship, as at KPFA, is the only solution to that dilemma. That is the simple fact underlying all the inquiries on how it works. We trust it will work better and better. It can make a great difference in American radio.